

Fresh Cut Daffodils

2 Dozen 25c

Easter Lilies in pots. 25c
Priced at bloom

Main Floor, HBC



Hudson's Bay Company

INCORPORATED 27th MAY 1670.

Other Branches at Winnipeg, Yorkton, Saskatoon, Calgary, Lethbridge, Nelson, Vernon, Kamloops, Vancouver and Victoria.

A Glorious Array of Easter Millinery at Moderate Prices

Choosing Your Easter Hat Will Be An Easy Matter at HBC Saturday



Group No. 1 New Hats 3.95

—Unusually smart hats at this moderate pricing. Included are a number of lady-like straw pokes, as well as straw and felt combinations so suitable for golf, riding or tailored wear. Almost every desirable shade. All headsizes.

Group No. 2 Smart Hats at \$5

—In this group will be found the best little straw in perle view, lady-like straws, and tweedy mixtures. Trimmings are varied, ribbons being favored as well as pins and felt appliques. The colorings run to the new greens, browns, sands, navy blue, reds and black.

Group No. 3 Easter Hats at 6.95

—Entirely new styles including tailored, sport and dressy hats in off-the-face and forehead styles, cunning little poke styles in straw. Included also are twenty exclusive models, from regular stock, reduced for Saturday. All the spring styles.

Group No. 5 Distinctive Model Hats \$15

—Here you find the smartest models selected from Cavendish, Gainsborough, Peacock, Dove, Bryn Mawr, Vanity and Pauline. Baki, Sisol, Lacy straws, hair braids and studded taffetas. The larger brim and the new low crown are distinguishing style features: Shades of Fierist, Waikiki, Cambo, New Blues and navy, greens, yellows, lavender and black.



Second Floor, HBC

Women's Full-Fashioned Service-Weight Hose 79c



—First quality hose, fully fashioned and made with lisle welt and foot to assure extra service. "Pointed" or "French heel." Shades of:
Walnut
Rifle
Pinkish
Black
Rose
Nude
Atmosphere
Hotter
Misty
Morn
Rendezvous
Shades of:
Walnut
Rifle
Pinkish
Black
Rose
Nude
Atmosphere
Hotter
Misty
Morn
Rendezvous
Shades of:
Walnut
Rifle
Pinkish
Black
Rose
Nude
Atmosphere
Hotter
Misty
Morn
Rendezvous

Substandards in Women's Full Fashioned Chiffon Hose. Pr. \$1

—Sheer chiffon-to-the-top hose with "Slender" or "Slipper heel." Very tiny imperfections. Shown in:
Sunkin
Gummat
Coral
Mocha
Strand
Regret
Nelson
Alphredie
Hilusion
Shades of:
Sunkin
Gummat
Coral
Mocha
Strand
Regret
Nelson
Alphredie
Hilusion

Women's Full-Fashioned Kid Hose

"Corticeil," "Orient" and "Kayer" Hose
—Heavy service weight, semi service and sheer chiffon. "Slender," "Slipper" and "French Heel." A splendid assortment of the wanted shades including:
Moss
Dore
Meadow
Nicker
Vibernet
Coral
Sunkin
Gummat
Coral
Mocha
Strand
Regret
Nelson
Alphredie
Hilusion
Shades of:
Moss
Dore
Meadow
Nicker
Vibernet
Coral
Sunkin
Gummat
Coral
Mocha
Strand
Regret
Nelson
Alphredie
Hilusion

Novelty Kid Gauntlets

—Slip-ons with dainty appliqued corners, turned-back or flare cuffs, cleverly embroidered in contrasting colors. Shades of beige, mode, tan, beaver, brown, tan or black with white. Sizes 6 to 7 1/2.
Prices 2.75 to \$5
Main Floor, HBC

Candies for Easter

—Assorted Satin Buttercups. Per lb. 29c
—French chocolate covered dates. Per lb. 39c
—Nelson's walnut and almond tops. Per lb. 50c
—Chocolate Peppermint Patties. Per lb. 39c
—Fresh Toasted Marshmallows. Per lb. 25c
Easter Candy Novelties
—Basket with Eggs. Per basket 20c to 65c
—Chocolate Rabbits, Chickens, etc.
—Each 5c, 10c, 15c, 25c and 50c
—Easter Eggs. Each 5c, 10c, 15c, 25c and 50c
Main Floor, HBC

Cut Down Your Golf Score

—That extra stroke (which makes all the difference in the world with your score card) may be eliminated by using the right club.
Spalding's Registered Golf Clubs \$15
—Any golfer would be proud to own these clubs. Driver, Brassie and Spoon—steel shaft in finish finish, and long grip. May be duplicated if broken. Priced at, each \$15
Spalding's Autograph D. Wood Clubs, \$15
—Perfectly balanced wood clubs in these three distinctive model heads, with best quality steel shafts. Drivers, brassies and spoons. Each \$10
Spalding's Autograph C. Wood Clubs \$8
—A less expensive club with a high grade gunmetal steel finish shaft. Drivers, brassies and spoons. Priced at, each \$8
Spalding's Golf Balls
Each 50c and 75c
Jasper Ave., HBC

Fifty Smart New Easter Frocks 19.50



Just Received from New York
Something Exceptional in Style and Value
Gay little Pin-Dots — Bright floral prints — Plain and Printed Chiffons
—Personally selected in New York by HBC buyers in co-operation with several of our larger stores.
—Just the dress you have been waiting for — with Easter only a week away. The styles are adorable: little jackets, capes, flared skirts, shirred waists, cap and long sleeves. Pin dots are featured against backgrounds of red, green, black and blue. No gayer flowers ever bloomed in spring time than are found in these frocks. Plain and pastel chiffons, some of them with lace trimming.
—Shown in styles for misses and women, sizes 14 to 20 and a few larger sizes. Specially priced at 19.50

More New Tweed Coats Arrive! 19.50

And we have included them in a Special Group
—19.50 is a very low price to pay for coats like these. They are sure to be snapped up by Easter shoppers.
—Smartly tailored coats of soft tweeds that are so practical and indispensable for spring and summer. Coats with narrow belts at normal waist-line — jaunty elbow length capes — plain tailored styles — novelty collars, cuffs and pockets — coats with all the snap and detail that make this season's coats so entirely different. Sizes 15 to 19 and 16 to 42.
—Choose your Easter Coat, Saturday, from this special grouping. The value is really remarkable at 19.50

Coats for Dress, Travel, Sports

Easter Shoppers will find just the Coats they want in this Special Grouping
—Youthful and infinitely varied styles in a showing that embraces all the favorites. With the new flat fur coats without fur — fashion of soft woollens that display fluness in the most effective way — waistlines are indicated in fitted lines of belts. Smart new tweeds in perfectly tailored styles that are so popular this season. Coats for every occasion — dress, travel or sports. All the new colorings. Sizes 14 to 44. Saturday 29.50.
Second Floor, HBC

200 Pairs Pillow Slips, Pair 89c

—Excellent quality, finely woven pillow cases with linen finish. 12 inch size. Splendid slip for general home use. Shop early Saturday!
300 Pure Linen Glass Cloths, Each 25c
—Size 20 by 30 inches. A splendid wearing quality with colored edge.

500 Yards Printed Voile 39c

—A lovely quality voile printed in a wide variety of new, brightly colored designs. Suitable for women's and children's wear.

Japanese Cotton Crepe, Yard 15c

—A quality that will give good service. Shades of pink, peach, rose, green, red, mauve, burnt orange, orchid, tan, beige, white, etc.
Second Floor, HBC



New Types in Handbags

—Much care must be taken in the choosing of your Spring Bag. A variety of new handbags provides every preference and every costume. The smartest of imported and Canadian bags in fine leathers. Patch, buckstrap and overhand bags in novelty designs and popular shades. Prices \$5 to 12.50

Newest Neckwear for Easter

—Just arrived from the leading makers, a very selected assortment of all that is new and dainty in:
—Collar and Cuff Sets — Vestee, Collar and Jabot — Collar, Jabot and Cuffs — Bathing Sweetheart Collars — Jabot, Sweetheart Collar and Cuff Sets.
—Lace, net, georgette and crepe de chine in self and combined effects. Shades of eggshell, blonde, champagne, sand, white and bright colors.
1.35 to 1.95
Main Floor, HBC

200 Yds. Canton Crepe, Yd. 1.65

—A lovely close weave in a serviceable weight. Selection of popular colors for spring. Outstanding value in the HBC Silk Shop. Saturday at 1.50

Heavy Weight Printed Canton 3.95

—An excellent silk for the better frock! A very attractive selection of the newest colorings. Purchased direct from New York, featuring the newest 5th Avenue designs.

New Colors in Printed Tricoline

Yard 1.19
—A closely woven, lustrous printed dress fabric that is smart as well as serviceable. A wide range of bright colored printed patterns on light and dark grounds.
Second Floor, HBC

Smart Easter Coats

For Girls of 7 to 11 Years
Prices 7.95 to 12.95
—Little girls will just adore these smart Easter coats. They are finished with all the attention to detail that distinguishes our coats for women. Smartly tailored of soft all wool tweeds. The fancy patch pockets, gauntlet cuffs and stitched cuffs are decidedly effective. *Shades of grey, fawn, sand. Sizes 7 to 14 years.

A New Shipment of Kiddies' Jersey Suits 2.50

—Attractive little jersey suits for the tiny tots. Made of fine all wool jersey. The smart pullover sweater has contrasting stripes and turn-down collar. The pants are in each color. Shades of blue, green, red, brown, coral. Sizes 2 to 4 years.

Children's Rayon Gowns, Slips and Combinations ... \$1

—A new shipment just received! Beautifully fine rayon in plain tailored styles, bound and trimmed with contrasting colors. Shades of pink, peach, sky, white. Sizes 4 to 12 years. \$1

Girls' Butterfly Skirts 1.95

—Just received in this new shipment! Girls' butterfly skirts in good quality flannelette, pleated on to a strong belted bodice. Shades of coral, navy, sand, copper. Sizes 6 to 14 years.

Easter Novelties in Toy Dept.

—Silk Plush Rabbits — pink or blue. Each 15c
—Chickens. Each 15c
—Bunnies that delight the kiddies. Each 10c
—Novelties with containers. Each 50c
—Hen and Basket 25c
Third Floor, HBC

Easter Saturday Lingerie Feature!

\$800 Worth French Crepe de Chine, Glove Silk, and Better Quality Rayon Lingerie

Regular Prices up to 12.50—Saturday

Half Price

Pyjamas Vests Gowns Bloomers Slips Kimonas Step-ins Teddies

—This unusual offering of exquisite lace-trimmed and tailored lingerie comes at a most opportune time. Don't miss this chance to secure the better quality lingerie at a big saving! 9 o'clock shopping is advised.

—Lovely spring shades of pink, peach, coral, Nile, mist blue, orchid, maize, black, white. Not all sizes in each group.

—When you see and examine this lingerie you'll want several pieces!

Second Floor, HBC



Imported Bath Salts for Easter, \$1

—Lovely new decenter style jar with tumbler to match. Filled with richly perfumed bath salts in all the popular odors. An Easter gift that anyone would appreciate.

Powder Puff in Holder 15c
—Good quality velvet puff in assorted colors. Each one in brightly colored, attractive holder. Just received and priced for Easter selling, each 15c
Cleansing Cream and Kleenex 50c
—1 Jar of Armand's Eau de Cologne Cleansing cream, regular 50c size and new style package of Kleenex Cleansing Tissues. Usual value 75c. Saturday spread, the two for 50c
Fairex Toilet Soap 6 cakes 31c
—Made by the Colgate Palmolive Soap Company. A pure white, fragrant, soap. Each cake separately wrapped. Regular 40c each.
Coty's Face Powder 35c
—Regular large size in the popular odors and shades.
Fancy Satelets 35c
—Dainty, colored, silk bags, filled with exquisitely perfumed lavender and pot pourri. Each nicely trimmed with ribbon and flowers.
Roller Facial Tissue 1.50
—Finest quality cleansing tissue in the new sanitary wrapped color style. Shown in dainty pastel shades of pink, blue, green and lavender. Refills obtainable.
French Perfumes 25c
—Aperience's 3 dram bottle of Saksone's high grade perfume. In various odors, including Orange, Cherry, Marigold, Rose, Lily, etc. Refills obtainable.
Main Floor, HBC

Victor Special Record Offer Ends Saturday

—Victor's special offer of \$25 worth of records to past purchasers of the Radio and Electrola, cancelled after Saturday, April 19.
—Music Dept. Jasper Ave., HBC

"Stylemode" and "Luxura" Shoes

Pair \$6 and \$8
Better Grade, Fashionably Styled, Modernistic Footwear for Women
—For the Easter ensemble you will find just the right shoes in these new arrivals. Especially proud, namely Stylemode and Luxura. Pumps, strap slippers, ties and oxfords as well as sport shoes and golf shoes. Not only style right but also vivid variety for all types. A.A. to D. fittings.
Pair \$6 to \$8



We draw your attention to two lines of which we are especially proud, namely Stylemode and Luxura. Pumps, strap slippers, ties and oxfords as well as sport shoes and golf shoes. Not only style right but also vivid variety for all types. A.A. to D. fittings.
Pair \$6 to \$8

Misses' and Girls' Smart Easter Footwear

—On Easter Sunday, your boy or girl will be as particular about appearances as you are about yours. And the strain of hard play in late spring is considered in these shoes, too. Smart, black patent strap slippers with pretty trims in colors and black lizard — smart cut-out on vamp or side — shiny black patent oxfords and pumps and black calf oxfords and strap slippers.
— Sizes 8 to 10 1/2 Pair 1.95 to 3.45
— Sizes 11 to 12 Pair 1.95 to 4.45

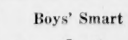


Misses' and Growing Girls' Classic Footwear, Pair 4.95

—A low heel type of footwear of special merit. Patent leather and kid, tan and black calf slippers and ties. A.A. to D. fittings. A departmental leader at, pair 4.95

Boys' Smart Oxfords, Pair 4.95

—Smart mannish style oxfords for boys who wear sizes 1 to 6. Black or tan calf leathers in broad toe style, blucher cut — nickel or gold eyelets with fancy stitching. Goodyear welted leather soles and rubber heels. 3.C. and D. fittings. Sizes 1 to 6. Pair 4.95
Jasper Ave., HBC



Edmonton Bulletin

EDMONTON'S OWN NEWSPAPER
Founded in 1881 by James G. Macdonald
The Bulletin is the Only Edmonton Newspaper
Owned, Controlled and Published by Edmonton Men

Published every afternoon, except Sunday, by the Alberta Press Printing Co., Ltd., at the Bulletin Building, 101-103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 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1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 1331, 1333, 1335, 1337, 1339, 1341, 1343, 1345, 1347, 1349, 1351, 1353, 1355, 1357, 1359, 1361, 1363, 1365, 1367, 1369, 1371, 1373, 1375, 1377, 1379, 1381, 1383, 1385, 1387, 1389, 1391, 1393, 1395, 1397, 1399, 1401, 1403, 1405, 1407, 1409, 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 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Women's Realm:-Social and Personal:-Club News:-City Charities:-Fashions:-Features

Milady Beautiful

By LOIS LEEDS



BEAUTY QUESTIONS ANSWERED
Treatments for Dry Hair

Dear Miss Leeds—(1) What treat-

ment for dry hair? (2) What treat-

ment for dandruff? (3) What treat-

ment for itchy scalp? (4) What treat-

ment for hair loss? (5) What treat-

ment for hair to grow again? (6) What treat-

ment for hair to be soft? (7) What treat-

ment for hair to be shiny? (8) What treat-

ment for hair to be long? (9) What treat-

ment for hair to be thick? (10) What treat-

ment for hair to be black? (11) What treat-

ment for hair to be brown? (12) What treat-

ment for hair to be blonde? (13) What treat-

ment for hair to be red? (14) What treat-

ment for hair to be grey? (15) What treat-

ment for hair to be white? (16) What treat-

ment for hair to be black? (17) What treat-

ment for hair to be brown? (18) What treat-

ment for hair to be blonde? (19) What treat-

ment for hair to be red? (20) What treat-

ment for hair to be grey? (21) What treat-

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ment for hair to be white? (34) What treat-

ment for hair to be black? (35) What treat-

ment for hair to be brown? (36) What treat-

ment for hair to be blonde? (37) What treat-

ment for hair to be red? (38) What treat-

ment for hair to be grey? (39) What treat-

ment for hair to be white? (40) What treat-

ment of shampoo would you recom-

mend for dry hair? (1) It is best to

use a mild soap, such as castile soap,

which is lathered every day. (2) Is

there anything that I can use that will

make it hold the wave longer? (3)

What can I do to make my hair grow

quickly and make it thicker? (4)

Answer: (1) Wash your hair every

day with a reliable shampoo liquid,

such as castile soap, which is lathered

every day. (2) Is there anything that

I can use that will make it hold the

wave longer? (3) What can I do to

make my hair grow quickly and make

it thicker? (4) Answer: (1) Wash

your hair every day with a reliable

shampoo liquid, such as castile soap,

which is lathered every day. (2) Is

there anything that I can use that

will make it hold the wave longer?

(3) What can I do to make my hair

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(4) Answer: (1) Wash your hair

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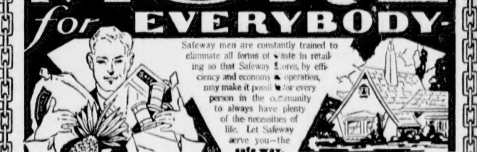
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liquid, such as castile soap, which

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Prices Effective Saturday, April 19th

Rhubarb FANCY WALLA WALLA For that Spring Tonic
3 Lbs. 15c
Peaches ROSEDALE BRAND, SLICED No. 2 Tins. Packed in heavy syrup
2 Tins 37c

Cookies N.W. Fancy. 15c pgs. 25c
Butter Safetyway Brand Finest Grade Creamery. Lb. 40c

Candy Fresh Jelly Beans. Lb. 18c
Pimentos Del Monte Brand, No. 2 Tins. Each 12c

Corn Flakes Kellogg's or Quaker. 2 Packages 19c
Asparagus Libby's Fancy Pack. No. 1 Square Tins. Each 31c

Fruits Apples, Peaches, Grapefruit Buffet Size Tins Your Choice
2 Tins 25c
Olives Libby's California Ripe Buffet Size Tins
2 Tins 25c

Lard . . . Lb. 18c Swift's Silverleaf
Mushrooms . . Tin 30c French, No. 1 Tins
Almonds . . Lb. 46c Spanish Shelled

Biscuits . . Pkg. 19c Som-Mor Sodas, 14-oz.
Pickles . . Each 28c Heinz, 12-oz.—Sweet or Chow

Lettuce Solid-Crisp 2 For 21c
Lemons Juicy California Doz. 33c
Celery Crisp—Bleached Lb. 10c

Meat Specials for Saturday

Shoulder Lamb "Local Show Stock" Lb. 23c
Oven Roasts "Show Cattle" Lb. 18c

SLICED BACON Very delicious. Lb. 35c
PREMIUM HAMS Mild Cure. Lb. 33c

Lamb Chops Sure to Please Lb. 28c
Rump Roast Small and Meaty Lb. 25c

Pork Roast Nice and Lean Lb. 20c
Sirloin Roast Always Tender Lb. 30c

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You'll Be Amply Rewarded With SERVICE That Is Impossible for Us to Render Later in the Day

Women's Fine Quality Chiffon Silk Hosiery for Easter

At \$1.95 to \$3.50 Pair

Those who plan to buy hosiery tomorrow, either for themselves or as an Easter gift, will find dependable qualities here at \$1.95 to \$3.50 in the new "mushy" and plain knit, in all the newest shades.

Some have the novelty art moderne heel and the new double steeple heel, in black or new shades of grey or sand. Others have the popular point and French heels. Sizes 8 1/2 to 10.
Priced at \$1.95 to \$3.50



Women's Gaily Colored Rayon Pyjamas

Specialty Priced

Beautifully finished garments of soft, shimmering rayon silk.
Lovely plain shades of coral, red, black and white and black and white. Also some with trimmings of silk, and flannel. Regular \$1.95. Special.

\$1.95

New Easter Hats That Are Smart and Different

At \$7.95 to \$16.50



Cleverly designed models, fresh from their boxes, featuring all the newest brims and trimming ideas. Many strictly exclusive models even at moderate prices.

Shown in black, silk, fancy exotic straw, hair and lace effects, taffeta. Lovely models for afternoon or street wear. Decidely new and fashionably smart. Priced at \$7.95 to \$16.50

Women's Glace Kid and Suede Gloves

Special Saturday 9 to 1 p.m.

Fine Glace Kid, Cape Kid and Suede Gloves for Easter wear. Perfect fitting, tailored gloves with two-button thumb straps with one glove fastener.

Shown in black, white, brown, green, also black and white. Some with trimmings. Regular \$2.50 to \$4.00. On Sale Saturday, 9 to 1 p.m.

\$2.49

Choose Eggshell Kid Gloves for Easter Wear

At \$3.00 to \$4.50



Eggshell kid is the new thing for Easter wear. They are as soft and pliable as a piece of silk.

Some shown in beautiful slip-on style—plain or with modernistic designs on cuffs, others in some fastening wrist styles with two-button, turned-back cuffs, trimmed in many pleasing new effects. Perfect fitting gloves. Priced at \$3.00 to \$4.50

Distinctly Smart COATS for EASTER and Afternoon Wear

Tailored of Fine All-Wool Tricotine, Poiré Twill and Charmé

\$29.50 — \$39.50



Distinctly smart styles, ideally appropriate for the Easter fashion parades and later for wearing over light summer frocks. They are in one-button fastening styles with a flare at the side or a dip at the back, featuring smart narrow high-tie belts. jaunty capes, gay scarf run through a loop on the shoulder, narrow mole or squirrel collars that roll at the back, also stitched standing collars with cuffs to match.

They are tailored of fine all wool tricotine or charmé in navy or sand. Beautifully lined with rich and serviceable silk crepe. Sizes 14 to 36.
Priced at \$29.50 and \$39.50

Special Purchase! 75 Only Women's and Misses' Smart Spring Coats Clearing at

\$10.00

A real thrift opportunity for those who don't care to pay over \$10.00 for a good, general purpose coat.

There are dozens of coats of Poiré Twill and Tricotine in electric blue, navy, sand, grey and green, with novelty embroidered and fur-trimmed collars. Also of the most practical styles of novelty tweed and plain coat styles. Many lined with broadened rayon. Sizes 14 to 32. Regular values to \$20.00. On Sale Saturday \$10.00

200 Pieces Women's Dainty Easter Neckwear, Special 95c

Every woman who enters the store tomorrow will stop at the Neckwear Counter to see these lovely specialties priced at 95c. We can't begin to do justice to the dainty styles and trimmings.

There are Bertha's, sweetheart's, jabot, vest, Peter Pan, etc. Made of such materials as satin, crepe, de chine, georgette, lace, silk and rayon. Special Saturday **95c**

Women's Lovely Easter Scarfs in Square and Oblong Styles

There are gay and colorful new scarfs with fluster from every smart Easter collection.

They are of fine quality crepe de chine georgette and tulle in the most fascinating designs in pastel, sea foam, electric blue, navy, pink and green, and other shades. Square and oblong styles. Priced at \$1.00 to \$1.50

Men's & Young Men's New Fashion-Craft TAILORED SUITS

\$25 \$35 \$45 \$50



Strict specifications that govern every step of its making give a Fashion-Craft Suit a tailored-consistent look and feeling, a natural, easy dignity that will last as long as the suit—and there's no bettering the service of the fine imported Thorncroft Irish linen. Every fashion wanted and English blue serge and flannel tweeds that go into their making. New arrivals bring a choice that includes something to the liking of men of every age and type.

Single and double-breasted models for the young man and semi-standard, single-breasted models for the conservative dresser. Sizes 36 to 44.
Priced at \$25.00, \$35.00, \$45.00 and \$50.00

Men's and Young Men's New Fashion-Craft Slip-on Coats

At \$22.50 to \$35.00

Just the kind of coats one feels the need of after donning their heavy winter ulsters. They are beautifully tailored of spring weight all-wool tweeds in plain, herringbone weaves and fancy tweeds in shades of grey and brown; also cover double and extra-wide in fawn and drab shades. Single and double-breasted models, plain and belted, also broad-brimmed. Made with rayon or satin sleeves with patch pockets. Also silk lined to match or to contrast. Sizes 36 to 44. Priced at \$22.50 to \$35.00

Choose Forsyth Shirts

In Gentlemen's Stripes, for Easter Wear
Men who are "up" in shirt fashion will seek for Forsyth's new "Gentlemen's stripes." These dressy, new Easter shirts are made of finest English slubbing cotton to seven new shades. Come in two styles, collar and cuffs. With barrel neck and buttoned cuffs. Sizes 14 to 18. Special **\$2.95**

Men's New Easter Neckties at 75c to \$1.50

English New Easter Neckties made from English French and drab silk, like in four-to-five yard styles with wide flaring end. Diagonal stripes for wear with white shirts. Also drab and new modern drab and black. All new colorings for Easter wear. Priced at 75c, \$1.00 and \$1.50

Special Purchase French Angora Knitting Yarn Special Saturday

There is a rush for this lovely French Angora Knitting Yarn. For it is used to extraordinary for trimming and finishing.

Shown in cashmere brown, natural, grey, white, cream, pink, green, blue, black, and other shades. Regular \$1.00. Special Saturday **29c**

Special Purchase Sale! 320 Pairs Women's and Girls' Fine Quality Shoes

Clearing Saturday, 9 o'clock, at \$1.65

Limited advertising space prohibits us from going into detail. But don't let this keep you from being here sharp at 9 o'clock, Saturday morning. Every pair of Shoes in this collection is a rare bargain, and only through a very special purchase was this price made possible.

These are Strap Slippers, Ties and Oxford, in brown kid, black kid, and other styles. All sizes, 2 1/2 to 7 1/2. Clearing Saturday, 9 o'clock sharp. **\$1.65**

Other Splendid Values at \$1.50 and \$1.00



Pascall's Orchard Fruit Candy Special Saturday

These delicious candies are filled with real fruit. Come in assorted sizes. In 25c and 50c boxes. Special Saturday, 9 o'clock sharp. **29c**

Assorted Chocolates

Our assortments of chocolates are of the finest quality. Special, per lb. **29c**

Jelly Beans

We all have a few of these beans left. While they last. Special, per lb. **15c**

Boys' Smart Easter Suits In Single- and Double-Breasted Styles

The chances are you've already heard about these swanky new Easter Suits, for we've already sold a good number of them, and you know how observing boys are.

They come in single- and double-breasted three-piece styles, smartly tailored of novelty tweeds and navy blue pinstriped serge. Coat, vest and long pants. Nicely lined and finished. Splendid fitting suits. Sizes 22 to 47. Special Saturday at **\$13.50**

Other Splendid Values in Boys' Suits at \$9.95 to \$15.50

12 Only, Boys' Spring Weight Topcoats Clearing at \$9.95

There are dots and ovals in every boy's foot the need of a light weight coat. These are of fine quality wool in grey and brown. Single and double-breasted. Some are plain backs hood fitting; others are made in young guards model with belt and button back. Sizes 22 to 47. Clearing Saturday at **\$9.95**

Boys' French Coats at \$1.50 to \$5.50

As they may have observed, these French coats are a real novelty. They are made of fine quality wool in navy, grey and brown. Single and double-breasted. Some are plain backs hood fitting; others are made in young guards model with belt and button back. Sizes 22 to 47. Priced at \$1.50 to \$5.50

Children's and Misses' Stylish New Easter Coats at \$2.95 to \$14.95

Mother has only to spend but a very few minutes looking through this smart collection to realize they are unmatchable.

They come in coat, jacket and dressy new styles of novelty tweed, flannel or wool. One button fastening with collar and cuffs. Some have 2 to 4 buttons. Sizes 2 to 14. Priced at **\$2.95 to \$14.95**

Misses' and Children's New Easter Frocks at \$1.50 to \$15.00

One, two and three-piece styles with girlish accents of fine wool and silk and wool in modernistic designs. Some have cuffs; others with belt and buttons to match. Sizes 2 to 14 years. Priced at \$1.50 to \$15.00

Little Boys' Knitted Suits, \$2.95 to \$5.95

Smart and practical little suits of fine wool to make coats or pants or culottes. Plain pattern, sizes 1 to 6 years. Priced at \$2.95 to \$5.95

Highway Construction in Alberta One Month Ahead

WEAR WILL BE MOST ACTIVE FOR PROVINCE

Engineering Parties Scattered Over Rural Road Work

Highway construction work in Alberta this year is fully one month ahead of last year's. The province's highway department is now well on its way to completing the work on the main trunk roads. The work on the main trunk roads is now well on its way to completing the work on the main trunk roads. The work on the main trunk roads is now well on its way to completing the work on the main trunk roads.

Prospects Bright For Easter; Much Sport Is Planned

Competitive Summer Games Get Well Into Swing Today and Saturday—Churches Have Special Services

With Good Friday dawnning clear and bright, prospects for Easter are bright. The churches are preparing to observe the day with special services. The churches are preparing to observe the day with special services. The churches are preparing to observe the day with special services.

CAPITOL HILL SUB-DIVISION SCHEME READY

Would Make Exclusive Residential Suburb in the West End

A re-planning scheme for making Capitol Hill sub-division an exclusive residential suburb in the west end of the city is now ready. The scheme is being prepared by the city engineer and the city council. The scheme is being prepared by the city engineer and the city council. The scheme is being prepared by the city engineer and the city council.

Police Receive Clue Robber In Poolroom

Alleged to Have Broken Into the Dominion Pool Room, 1017 101st Street, on Friday, and Taken Away a Large Sum of Money

The police received a clue to the robbery of the Dominion pool room on Friday. The police received a clue to the robbery of the Dominion pool room on Friday. The police received a clue to the robbery of the Dominion pool room on Friday.

Edmonton Butchers Purchase Prize-winning Carcasses

This excellent holiday-makers have been very popular and will be very popular again.

Edmonton Butchers have purchased prize-winning carcasses for their customers. The carcasses are of the highest quality and are guaranteed to be fresh and tender. The carcasses are of the highest quality and are guaranteed to be fresh and tender.

What Happened In Police Court

Oliver Thompson had his driver's license suspended for two months for driving without a license.

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Wornout Men Are Problem in Berg States

Rapid Development of Machinery Bringing Great Change

Wornout men are a problem in the Berg States. The rapid development of machinery is bringing about a great change in the way of life. Wornout men are a problem in the Berg States. The rapid development of machinery is bringing about a great change in the way of life.

Chinese Jhus In Many Mishaps Here

Many of the Chinese Jhus are having trouble with their cars.

Many of the Chinese Jhus are having trouble with their cars. The police have received many reports of accidents involving Chinese Jhus. The police have received many reports of accidents involving Chinese Jhus.

Count Buys License For Lawless Man's Hound

Another Person Touched by Bulletin Story

Count Buys License for Lawless Man's Hound. The Bulletin story about the lawless man's hound has touched another person. The Bulletin story about the lawless man's hound has touched another person.

Victor Calsonines

Guaranteed not to be out of the car.

Victor Calsonines. Guaranteed not to be out of the car. Victor Calsonines. Guaranteed not to be out of the car.

W. M. Nightingale

W. M. Nightingale taking an early morning walk along the river. He is wearing a hat and a coat. He is walking on a path that runs along the river. He is walking on a path that runs along the river.

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Take Up Options On Site For M'Laughlin Canada Dry Factory

Closing the way in the construction of a large plant in the city, the M'Laughlin Canada Dry factory is now well on its way to completion. The factory is now well on its way to completion. The factory is now well on its way to completion.

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CITY DEMANDS CHINOOK MINE WORKS GO BACK

The city of Edmonton is demanding that the Chinook mine works be closed. The city of Edmonton is demanding that the Chinook mine works be closed. The city of Edmonton is demanding that the Chinook mine works be closed.

Matter Will Be Argued Before Appeal Court Wednesday

The matter of the Chinook mine works will be argued before the appeal court on Wednesday. The matter of the Chinook mine works will be argued before the appeal court on Wednesday. The matter of the Chinook mine works will be argued before the appeal court on Wednesday.

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Labor Temple Ltd. Making Progress

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TO ORGANIZE LIGHT HORSE ASSOCIATION

The Light Horse Association is being organized. The Light Horse Association is being organized. The Light Horse Association is being organized.

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STILL GREATER VALUES

At SHELTON'S 10-Day Spring SALE

Be Here 9 A.M. Sat.

Girls' Spring Coats	New Voile Dresses	Girls' Dresses	Ladies' Silk Crepe
\$2.95	\$1.95	\$1.29	\$5.95
Men's Ties	Men's and Boys' Spring Caps	Men's Tweed Suits	Boys' Long Pants
9c	59c	99c	99c
Men's Hats	Ladies' Hats	Men's Athletic Combinations	Men's Work Pants
\$2.95	\$2.95	\$1.29	\$1.29
Men's Ties	Men's and Boys' Spring Caps	Men's Tweed Suits	Boys' Long Pants
9c	59c	99c	99c
Men's Hats	Ladies' Hats	Men's Athletic Combinations	Men's Work Pants
\$2.95	\$2.95	\$1.29	\$1.29

GROCERY SPECIALS

5c	5c
10c	2 for 25c
10c	3 for 39c

Men's Work Shirts

Sturdy shirts of brown and tan. Long sleeves. Buttoned front. Collar. Cuffs. Pocket. 50c.

Boys' School Shoes

Built to give the maximum of wear. Black and brown. All sizes. 50c.

Ladies' Straps, Ties and Oxfords

A complete line of ladies' shoes. Black and brown. All sizes. 50c.

Misses' Straps and Oxfords

A complete line of misses' shoes. Black and brown. All sizes. 50c.

Empire Red Barn Paint

For sale in bulk. 50c.

Empire Pure Oil

For sale in bulk. 50c.

Shingle Paint

For sale in bulk. 50c.

Black and Brown

For sale in bulk. 50c.

Red and White

For sale in bulk. 50c.

Blue and Green

For sale in bulk. 50c.

Yellow and Orange

For sale in bulk. 50c.

Purple and Pink

For sale in bulk. 50c.

Brown and Tan

For sale in bulk. 50c.

Black and Brown

For sale in bulk. 50c.

Red and White

For sale in bulk. 50c.

Blue and Green

For sale in bulk. 50c.

Yellow and Orange

For sale in bulk. 50c.

Purple and Pink

For sale in bulk. 50c.

Brown and Tan

For sale in bulk. 50c.

Acadia College Quintet Wins Eastern Canada Men's Basketball Title

LOSE SECOND GAME OF SERIES LAST NIGHT BUT TAKE ROUND

Windsor Alumni Five Triumphs in Second Contest
by a Total Score of 48 to 41

WINDSOR, N. S., April 18.—Acadia last night won the Eastern Canada basketball championship and the right to play for the Thompson title when they held the Windsor Alumni team to a 41-48 score. Although defeated last night, the local collegians won the two game series by a total score of 84-81, having won the first game played yesterday afternoon, 24-19. The Acadia team, led by half-back 14-16, but a somewhat drive in the second half, won the game. Alumni almost won their game.

The contest of Friday was the second of a series of three games between the two teams. The first game was played in the morning at the Acadia gymnasium, and the second game was played in the evening at the Windsor gymnasium. The third game will be played in the morning at the Acadia gymnasium.

Final of Women's North and South Net Meet Today

PINKHURST, N. C., April 18.—Miss Pendine Anderson, of Richmond, Va. and Mrs. Martin Jessup, of Williamsburg, Va., will meet in the final round of the women's North and South tennis tournament here today.

The semi-finalists were Miss Anderson, of the Virginia Athletic Club, and Mrs. Jessup, of the Williamsburg Athletic Club. The final round will be played at 10 o'clock.

Miracles of Sport

By Robert Edgren



TEACHERS IN MINNESOTA HAVE FOUND A GROSS OF GIGGLES FROM 'DO DO DO' TALL. 'TALL' HAD A GIGGLE FROM 'DO DO DO' TALL. 'TALL' HAD A GIGGLE FROM 'DO DO DO' TALL.

Soccer Season Opens Today

With a game billed this afternoon at Diamond Park and another scheduled tomorrow at the same place, Edmonton soccer fans are assured of plenty of their favorite entertainment this week-end.

Bill Moffatt's Canadian National Soccer League, Western Canada, (Montreal City) and Eastern Canada (Montreal City) competitions last year are scheduled to begin this afternoon at 3 o'clock sharp. This is the first game in the

opening round of the Vets-Martin competition and all indications point to a hard-fought battle for the victory. A large crowd is expected to see the teams open the season here.

Saturday's game with the kick-off time of 2:30 o'clock, sharp, brings together the Celtic and Celtic teams in another Vets-Martin title. Both of these teams are anxious to hang up a win their first time out and some real action is likely to result.

ARSENAL MUST PLAY IN U.S.

NEW YORK, N.Y., April 18.—The United States Football Association has just announced that the Arsenal club, of the English League, will play in the United States in a tour of exhibition games. The Arsenal club is one of the best in the world and is expected to draw a large crowd wherever it goes.

MEN! IT'S A FACT

Aitken's Men's Wear Store
Is Discontinuing Business

The Final CLOSING OUT SALE Is Now On

THE ENTIRE STOCK MUST BE LIQUIDATED AT ONCE!

Men's and Young Men's Suits

19.00

Here's a quality suit you never dreamed of buying at such a price. It's a real value. It's a real value. It's a real value.

Men's Suits

23.00

Here's a quality suit you never dreamed of buying at such a price. It's a real value. It's a real value. It's a real value.

Gabardine Coats

21.00 and 29.00

All our Gabardine Coats are at these prices. It's a real value. It's a real value. It's a real value.

Young Men's Suits

14.95

These happy faced suits will give you a real value. It's a real value. It's a real value.

Men's Suits

29.00

Here's a quality suit you never dreamed of buying at such a price. It's a real value. It's a real value. It's a real value.

Spring Overcoats

12.00, 21.00, 29.00

Right at the time when you need them most. It's a real value. It's a real value. It's a real value.

Faint Colored Gabardines

EVEN the man who can afford to pay more than fifteen dollars for a dressy, raglan styled shower-proof coat, will be interested in this announcement.

We have a limited number of these excellent coats. They are made of the best Gabardine fabric. They are also very comfortable and they are also very comfortable and they are also very comfortable.

\$15.00

—Men's Coat System, Main Floor

T. EATON CO.
EDMONTON CANADA

Visit the Largest Used Car Showroom In the West

And Select Your Used Car at a Remarkably Low Price

All Cars Renovated, Newly Tired and Reconditioned On Display at

101st Street and 107th Avenue

The Freeman Co.

Choose Your Car Now

A Small Deposit will Hold Any Car

Finances Accepted — Terms Arranged

Phone 5581 Open Evenings

de Kuyper Gin

Genuine HOLLANDS Gin

DE KUYPER GIN and dry ginger ale makes a tasty "gin and ginger"

JOHN DE KUYPER & SON, Distillers
Rotterdam — Holland

FRENCH NEARLY HURLS PERFECT BASEBALL GAME

Holds Reds Without One Hit Until Seventh Inning

CINCINNATI, Ohio, April 18.—Larry French, Pittsburgh's ace pitcher, held the Cincinnati Reds to a 7-0 victory over the Reds today. French pitched a perfect game, allowing no hits, no runs, and no errors. The game was a 7-0 victory for the Pirates.

THE STANDINGS

AND STILL IT TAKES NATIONAL LEAGUE

Team	Wins	Losses	Games Back
Pittsburgh	10	10	0
Cincinnati	7	13	3
St. Louis	6	14	4
Philadelphia	5	15	5
Chicago	4	16	6
Brooklyn	3	17	7
San Francisco	2	18	8
Philadelphia	1	19	9
St. Louis	0	20	10

Baseball's Chief

Baseball's Chief

Pearece Gets Bid to Philadelphia

HAMILTON, Ont., April 18.—The announcement that Bob Pearece of Australia, holder of the Olympic silver medal in the 100-yard dash, has been offered a contract to play for the Philadelphia Athletics, is a big story in the sports world.

Another Youth Gets His Break

NEW YORK, April 18.—Louis Letourneau, a 19-year-old Canadian, has been offered a contract to play for the New York Yankees. Letourneau is a promising young player and is expected to make a big impact for the Yankees.

Belmont Stakes to Be Worth \$83,000

CHICAGO, April 18.—The Belmont Stakes, the most important three-year-old event of the American horse racing season, will be worth \$83,000 this year. The race is expected to draw a large crowd and is a major event in the horse racing world.

Freddie Spencer Quits Bike Sprints

NEW YORK, April 18.—Freddie Spencer, a famous American sprinter, has announced that he is quitting bike sprints. Spencer has been one of the best in the world and his departure is a significant loss to the sport.

Get Yankee Player

NEW YORK, April 18.—The New York Yankees have announced that they have signed a new player. The player is a promising young talent and is expected to make a big impact for the Yankees.

High School Track Meet at Camrose

Schools No. 1 of Red Deer to Compete in Events

Camrose, Alberta, will host a high school track meet on Friday. The meet will feature a variety of events and is expected to draw a large crowd.

Worth Tilting!

the First covered waggon.

In the early thirties, before the road was built, the covered waggon was the only way to transport goods and passengers. It was a reliable and comfortable mode of transport and is still a popular choice for many people.

MARTELL Three Star BRANDY

Established 1765

Highest quality Cognac, aged in wood. Bottled in France.

Melchers Gold Cross Canadian Gin

Manufactured in Canada under control of the Federal Government, rectified four times and bottled in bond for years.

TOILERS WIN FIRST GAME OF WESTERN CANADA HOOP FINAL

Stop Onward Rush of New Westminster Adanacs in Opening Game of Play-off Series Last Night by Margin of Single Point

WINNIPEG, Man., April 18.—New Westminster Adanacs, champions of basketball in Canada, were brought to a halt last night in their headlong rush from British Columbia toward the 1930 basketball final on the far side of the Dominion. The quintette which has humbled the title-holders of Alberta and Saskatchewan en route eastward lost to Y.M.C.A. Adanacs of Winnipeg, 17 to 16, in the first match of a two-game series for Western honors.

To the squad holding the higher score at the close of the series' second game on Saturday night will go the right to travel to Wolfville, N.S., for the Canadian final. The Western champions will clash with Acadia University, winner of the Eastern championship by virtue of defeating Windsor Collegiate Institute Alumni by two points on a two-game round.

IN WOOLLEY RUSH WILD IN LAST HALF

Wonder victory came to the Toilers last night because last night Woolley held a crowd of 100. At the interval, the Toilers were down by 12 to 16. But Woolley guided only the floor and two baskets and a 15 to 10. The Toilers rushed to the floor and Woolley basket scored the score and out of the matter made the out-point win.

Though Woolley's meteoric dash to the eight points in the second period was the contest's most brilliant feature, Woolley's play, chiefly Court forward, proved costly to the Toilers. He was followed by Max Elliot and then by his four points, but the Toilers' triumph was all theirs.

Efficient guard-work by the Toilers, as much as any item in their play, brought their win. Al Silver, their blonde captain of the Toilers, split up plenty of the Adanacs' attacks and even took time off to score five points. In the last half, the Adanacs were a pretty sorry sight on Woolley's ground. To put the Toilers up just at the last bell, Little Bill Thorogood scored, with the Toilers' captain, as guard.

Woolley's play, chiefly Court forward, proved costly to the Toilers. He was followed by Max Elliot and then by his four points, but the Toilers' triumph was all theirs.

The Coast guard and another official, declined in perfect union except at the start of the second period, when Woolley's quintette proved their undying. Captain Doug Fraser was on duty at his defensive post, but he failed to score more than one point, and his tiny mate, Ernie Butler, was held scoreless.

Both teams appeared to be playing under wraps in the first half, and throughout the game the longer the Toilers were unable to solve the Adanacs' attack, the more the Toilers' attack was hampered. Only one of a dozen baskets was scored in a 10-minute interval. Play was particularly slow, and aggressive Woolley made three free-throw points.

The Toilers can hold their lead Saturday night, they will hurry into the 1930 final across Canada to the East and if the Adanacs can overcome the one-point edge they will continue their cross-continent trek untroubled.

Scoring Summary
The teams and scores were:
New Westminster, W. Mayers, 4; Butler, 4; forward, McLean, 4; Butler, Fraser, 1; guards: Hood, 3; McLean, 2.

Where the Spirit of Good Fellowship Prevails

Entirely new tables and equipment plus the utmost in courteous and efficient service.

NEXT TIME—JUST TRY THE RIALTO FOR A GAME!

101st Street
Opp. Rialto Theatre

Logana Wine

DELICIOUS alone, friendly with others, Logana blends with fruit juices, ginger ale, soda or liquors and is ideal for punch.

Logana Wine

THE FINEST OF THE FINE LOGANA WINE, VANCOUVER ISLAND

This Advertisement is Not Inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

R. V. McCOSHMAN ELECTED HEAD OF LACROSSE

Edmonton and District Association Formed to Control Game

The Edmonton and District Lacrosse Association officially came into being last night at the organization meeting in the Madewood Hotel and R. V. McCoshman is the president. Pithy, enthusiastic and with Canada's National Lacrosse Association, he will be the driving force of the game and also will be the driving force of the game and also will be the driving force of the game.

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HEASTIER

presents-
The Gentleman at his best

We've selected things for the knowing man in a variety that leaves nothing to be desired.

THE SUIT

For that well-dressed appearance, choose one of our newly arrived suits. Honey-Tans, Silver Tones, Browns and Greys predominate, with darker shades leading a close second. Coats are cut full at the shoulders and taper to the hips, giving the desired athletic set-up. Trousers hang straight. Double-breasted models will have a big play, though we show both single and double-breasted styles for men of all proportions. They're great values, too.

\$25 to \$50

THE TOPCOAT

You can't get along without a topcoat, and you can't find better style or finer fabrics anywhere at this price. We feature especially the quarter, belt-in-the-back models that have found such favor in style centres. Too, we display an enormous variety of raglan, box back and double-breasted coats in varied shades and patterns. Every coat is distinguished by good looks, good tailoring and the attractive price.

\$25 to \$45

A complete stock of Accessories in men's wear—Correct in style, quality and price.

ESSERY & CO., LIMITED

10073 Jasper Avenue

Next to Capitol Theatre



EATON'S DAILY STORE NEWS

Store Hours—8:30 a.m. to 5:30 p.m.

Last Great Day of Easter Shopping—Store in Readiness

Easter Hat Fashions

At Impressively Reasonable
Pricings



The fine thing about these new hats is that they can be worn with tailored suits, with afternoon silks, or with summery prints. Or if your budget includes two hats, a tailored type may be chosen and in addition, a brimmed model that is charmingly feminine. Just choose the right color—our selection assures you of smartness. Priced,

\$5.00 to \$10.00 and Up

Daintiest Hats

For the Tiny Tots

Pretty hats of fancy light weight straw, variety of silk in quaint bonnet and flatteringly pink shades. Wide range of colors. Extra value at.

\$1.25 to \$2.95

Remarkable Selling of Easter Hats

Smart Styles and Colors for the Junior Miss!



STYLES and Spring-like colors to delight Miss four-to-twelve! Viscas, braids, in quaintly shirred brim, youthful poke or pert-off-the-face styles.

All these remarkable pricings forthcoming mothers will select one for school wear and one for "best" for small daughters.

59c to \$2.95

Mayfair

Silk-to-the-Top Hose

The New Shades for Spring

EVERYTHING to recommend these hose! The smart appearance—the exceptional durability. A quality that women like for street, in shades that are good for Spring.

There's heavy service-silk—made with an exceptional length of full fashioned, smooth fitting hose—this goes to the top. Sizes 8 to 10½.

MAYFAIR VALUE, Pair **\$2.00**

Sakonta Service-Weight Hose

Is Beautifully Full Fashioned



A smart hose for tailored costumes, and one that wears exceedingly well. The service-weight silk is firm and elastic—restores as quickly as wear. They're finely gauged and full-fashioned—full fashioned to a smart fit—those of deeper or French hosiery. Sizes 8½ to 10½, in shades of: AURORA, BECKHORN, FLESH, SANDFORD, WHITE, JUNG, CASCADE, MIRUS, RIVERSIDE, DIANA, PLATINUM, APHRODITE, ARAB, PHOEBE, CHAIRE, AVENUE, BLACK.

SAKONTA VALUE, Pair **\$1.50**

These Fresh and Colorful Prints

Are Very Much in the Picture for Summer Wear

COULDN'T find anything cooler, daintier or more practical than these new cotton prints, for tunics, dress tops, ensembles, blouses or entire frocks! All a radiant sort of flower patterns and pretty colors that are absolutely fast.

26 inches wide. FEB. YARD **25c**

Bleached Cotton

Price Reduced

FIRMLY woven, of the long staple yarns that assure excellent service. Extra finishing—in one yard width.

SATURDAY, Per Yard **15c**

Bleached Sheeting

CANADIAN sheeting, fine enough to treasure in a bridal chest—at the price of ordinary quality.

Bathly smooth—close texture—serviceable—white.

Per case **35c**

Saturday, 49 in. **39c**



Sturdy Canvas Sandals

Double sole shoes for the kiddie. They're made of long wearing canvas with good weight rubber soles. In white, brown or tan.

SATURDAY, PAIR **59c**

Sizes 5 to 10½ **69c**



Girls' Print Dresses

Smaller Sizes With
Matching Panties

SHORT sleeved frocks fashioned of floral patterned prints in colors as gay as a flower garden.

There is a "fluffy" little style with cash and hand knot of crisp white organza—a trim little style with pointed skirt and feather belt. All have short sleeves and smaller sizes have matching panties. Sizes 2 to 14 years.

Priced for SATURDAY, at **\$1.25**

Clearing Women's Spring Shoes

Smart Styles—Extraordinary Values!

Pump! Strap slipper! The extra! Tailored shoes to wear with your Easter suit—dainty style for afternoon—ones for the office and all daytime occasions. Dozens of styles to choose from in glossy black patent or simple kid or oiled red—and every shoe is smartly trimmed and well finished. Low, Cuban or spike heels and sizes 3 to 8.

SATURDAY, PAIR **\$2.98**



Footwear for Matrons and Misses

That Will Be Leaders in the Easter Parade

YOU'LL adore the shoes in these three reasonably priced groupings! They're as beautiful as and flattering as they can be—and they'll be comfortably fitting into the bargain!

Featured are dressy strap slippers, smart opera pumps and trim ties and oxfords. Well lasted in black patent—also, red, blue, green, sultan, almond brown kids and pretty combination effects. Heels, Cuban, spike or low. A to E fittings and sizes 2½ to 8. Pair.

\$4.65, \$5.00 and \$7.50

Tweed Coats Reduced for Saturday

A Seasonable Opportunity—All Sizes

FINE weaves—basket weaves—in tawny beige and brown tones—smartly tailored for street wear! Jaunty belted and straight line styles with stand-up collars and novelty cuffs.

Well finished and fully lined with rayon. Sizes for women and misses. Saturday these coats reduced from higher priced racks, to

\$4.95

Silk Frocks Priced at Less

All From Higher Priced Groups

ENCHANTING frocks! You'll be amazed to find them reduced to such a low price! The material is a good quality silk and the styles cleverly new.

They have longer skirts, flared or tiered—high waists—many shirred, jabots and soft collars. Lingerie trimmings on some. Wide range of shades. Sizes 14 to 42. Saturday, 8:30 special

\$2.95



Coats That Will Be Worn on Easter Morn

Smart and Individual of Styling

COATS as joyously youthful as the Spring—flaunting pert little capes or flying scarfs. All styled and fabricated with the slender trimness of a frock—yet warm enough to put on the minute furs are discarded.

Fashioned of tweeds in all shades, weaves and patterns—twills, broadcloths or kashmiras. Some plain—others are smartly fur trimmed. Sizes to 44. Priced at **\$25.00**



CHILDREN'S 5-Cent Easter Attraction For Girls and Boys

A PINK bunny with stand-up ears, a yellow goose with a long beak—a blue duck—what boy or girl wouldn't be delighted with such a toy on Easter morning?

They're made of durable paper mache and are as colorful and "easiness" as they can be. Children will want to be here at store opening, 8:30 a.m. Only one to a customer and no delivery—so that will be able to supply as many as possible. SATURDAY, 8:30, Each.

5c

—Toy Section, Downtown

Eastman Kodak Films

ARE always fresh and dependable, assuring clarity and distinctness in your snapshots.

No. 127, size 1½x2½, 8 exposures **25c**
No. 120, size 2½x3½, 6 exposures **25c**
No. 116, size 2½x3½, 6 exposures **30c**
No. 118, size 3½x4½, 6 exposures **45c**
No. 124, size 3½x4½, 6 exposures **45c**
No. 130, size 2½x3½, 6 exposures **45c**



Boys' Plus Fours

Aero-Bocker and Regular

Tailored of rayon checked broad in spring colors. Tailor-made, Aero-Bocker tops and ribbed at knee which makes for better play—also regular style. 9 to 18 year sizes. Priced

\$3.25 and \$3.50



Potted Easter Lilies

30c a Bloom



CANDY FOR EASTER

Buys Candies assortment of soft and hard centres. Walrus, 29c
Orange and lemon slices, 29c
Jelly beans, 29c
Liquor, 45c
per lb. **22c**

Yellow Daffodils

Freshly Cut, No Delivery

2 Dozen **25c**

Special Easter Values in

Misses' and Children's Footwear

FOR the smart young miss there are pumps, slippers, oxfords and ties—and they are being offered at a very attractive pricing.

All are high grade shoes in styles that are chic and new. Sizes 11 to 12. SATURDAY, PAIR **\$2.95**

FOR the smaller children there are little straps, oxfords and tie effects, all made on comfortably fitting lasts.

Neat styles in this serviceable footwear for children. Sizes 5 to 10½. SATURDAY, PAIR **\$2.65**



ANOTHER EATON ANNOUNCEMENT ON PRECEDING PAGE

T. EATON CO. LIMITED
EDMONTON CANADA

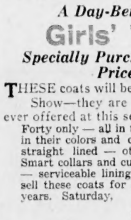
Dainty Vests and Bloomers

Of Pastel Tinted Rayon

BRIEF little vests with bloomers to match—light, slim-fitting, exquisitely feminine. Excellently made from silky-soft rayon.

The bloomers are comfortably fashioned with reinforced gussets and firm elastic at waist and knee. Vests have attractive opera tops. Colors of melon, pink, orchid, Nile and maize—in small, medium and large sizes.

Saturday, per garment, **\$1.00**



A Day-Before-Easter Selling of Girls' Tweed Coats

Specialty Purchased and Extra Specially Priced for Saturday

THESE coats will be regular price-winners in the Easter Show—they are undoubtedly one of the best values ever offered at this season of the year!

Forty only—all in the popular new tweeds—attractive in their colors and chic in their lines. Some slenderly straight-lined—others with swagger buckled belts. Smart collars and cuffs—rows of stitching—pockets—serviceable linings—features that would ordinarily sell these coats for half as much again. Sizes 7 to 14 years. Saturday.

\$6.95



Brilliant Frocks for Easter

Fashioned from Silk and Canton Crepes

SMARTEST frocks. They look like a page from Vogue—with their rippling skirts, their pert high waists—and exquisite feminine touches. And they have been generously reduced to clear quickly on Saturday.

All the brilliant fashions spring and summer shades are represented. Blurs, fresh greens, white range of beige tones, all with the favorite black and navy. Sizes, 11 to 20 and 22 to 44. EACH **\$5.95**



Slim-Fitting Corsettes

In the New Silhouette

GARMENTS that will mould waist and thigh into the graceful lines that new fashions demand.

In one piece, made from good quality rayon broadened cotton with surgical elastic gore in the sides and a deep inner belt lightly boned. Finished with elastic insert in shoulder strap and four sturdy hose supporters. Sizes 32 to 40. Corsettes for the average figure, exceedingly low priced for Saturday at **\$1.50**

Diamond "E"

Prize Baby Beef

THE champion calf, winner of the Prince of Wales Challenge Shield, was purchased from Master Clifton Orum, of Clive, Alberta. Four other prize winning calves were also bought. These animals were slaughtered and dressed under government inspection. They will be placed on sale, Saturday morning at 8:30.

CHOICE PORTERHOUSE ROAST BEEF, Extra Special, per lb. **50c**
CHOICE SIRLOIN STEAK (by the slice), Extra Special, per lb. **50c**
CHOICE STANDING RIB ROAST BEEF, Extra Special, per lb. **35c**
CHOICE SHOULDER ROAST BEEF, Extra Special, per lb. **25c**
CHOICE SHORT RIB BOILING BEEF, Extra Special, per lb. **18c**

Champion Lamb of the Show

Children's First and Second Prizes

CHOICE LEGS OF LAMB (Whole), Extra Special, per lb. **38c**
CHOICE LOINS OF LAMB (Whole), Extra Special, per lb. **39c**
CHOICE SHOULDER OF LAMB (Whole), Extra Special, per lb. **24c**



SERVICE MEAT DEPT.